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Message Text

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PAGE 01 DAMASC 01013 250924Z

61
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AID-05 /023 W
---------- 124514
R 250848Z FEB 76
FM AMEMBASSY DAMASCUS
TO MR. CLIFFORD D. SIVARD, CHAIRMAN
AMERICAN CYANIMID COMPANY
BERDAN AVENUE, WAYNE, NEW JERSEY
TEL: 201/831-1234
INFO SECSTATE WASHDC 6402
USDOC WASHDC

UNCLAS DAMASCUS 1013

USDOC FOR DIBA/OIM/MCCOWEN

E.O. 11652: N/A
TAGS: BEXP, SY
SUBJ: DAMASCUS INTERNATIONAL FAIR

DEAR MR. SIVARD:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS, SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH 23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTALED NEARLY $4 MILLION, WITH 2,330 REPORTED SALES LEADS AND 12-MONTH EXPECTED SALES OF OVER $18 MILLION. MORE THAN 1.7 MILLION VISITORS THRONGED THE US. PAVILION, TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974. US EXPORTS TO SYRIA IN 1975 TOTALED ABOUT $127 MILLION, MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976 EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE.
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THE ANNOUNCED 1976 SYRIAN BUDGET OF $4.5 BILLION

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INCLUDES $2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITUES; SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR DEVELOPMENTAL EXPENDITURES OF $16.4 BILLION, MOSTLY IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID PROGRAM IN SYRIA, WITH AGREEMENTS TOTALLING $83 MILLION ALREADY SIGNED IN FY 1975 AND $90 MILLION REQUESTED FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMENTATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED, AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED AT 3X4 METER BOOTH RENTAL OF $2,000 TO $2,300 AND OUTDOOR SPACE AT $15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN SYRIA AND THE UNITED STATES.
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SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR.
PELLETREAU

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Subject: DAMASCUS INTERNATIONAL FAIR DEAR MR. SIVARD
TAGS: BEXP, SY
To: CLIFFORD D SIVARD
Type: TE
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